

Message Text

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PAGE 01 SANA 00760 190733Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----100489 190735Z /20

R 190610Z FEB 78
FM AMEMBASSY SANA
TO SECSTATE WASHDC 3873
USDOC WASHDC
INFO AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
USINT BAGHDAD
AMEMBASSY BEIRUT
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
AMEMBASSY ATHENS
AMCONSUL CASABLANCA
AMCONSUL DHAHRAN
USLO RIYADH

UNCLAS SANA 0760

ATHENS FOR RTDO

E.O. 11652: NA
TAGS: BEXP, YE
SUBJECT: USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE FY 1980
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PAGE 02 SANA 00760 190733Z

REF: STATE 19944

1. DUE TO LIMITED CAPACITY OF POST TO HOST MORE
THAN TWO TRADE MISSION IN ONE YEAR, WE PROPOSE
THE FOLLOWING THEME WHICH HAVE EXCELLENT
POTENTIAL:

2. (A) PRODUCT: IRRIGATION, LAND RECLMATION
AND DEVELOPMENT. YEMEN IS RICHEST COUNTRY IN
PENINSULA WITH RESPECT TO ANNUAL RAINFALL AND
ACREAGE OF CULTIVABLE LAND. CHANCES FOR COUNTRY
TO DEVELOP FROM SELF-SUFFICIENCY TO EXPORTATION
OF PRODUCE ARE GOOD. WE FEEL THAT THIS THEME
WOULD BE PARTICULARLY USEFUL AS FOLLOW UP TO
PROPOSES JUNE 78 WATER RESOURCES TM.
B. PROMOTIONAL VEHICLE: SEMINAR MISSION
DIRECTED AT MINISTERIAL LEVEL GOVERNMENT OFFICIALS
SUCH AS AGRICULTURE, ECONOMY, DEVELOPMENT, ETC.
C. RECOMMENDED MONTH: NOV OR DEC 78 TO
CAPITALIZE ON FRESHNESS OF WATER RESOURCES TM.
D. POST UNABLE TO PERFORM MARKET SURVEY DUE TO
LACK OF DETAILS AND SPECIFIC TIMETABLE OF GOVT
DEVELOPMENT PLANNING FOR FIVE YEAR PERIOD. A
SEMINAR MISSION ON THIS THEME COULD ALSO
INFLUENCE YARG PLANNING AND ALLOCATION OF FUNDS.

3. (A) PRODUCT: BUILDING AND CONSTRUCTION.
YAR IN PERIOD OF CONSTRUCTION BOOM. PROBLEMS
ENCOUNTERED ARE LACK OF SKILLED LABOR FORC
COUPLED WITH SHORTAGE OF WORKERS. ADDITIONALLY,
THERE IS A NOTICEABLE LACK OF CONTRUCTION MACHINERY
INUSE. PRODUCT LINES COULD RUN GAMUT OF HAND
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PAGE 03 SANA 00760 190733Z

TOOLS (ROCK, WHICH IS STATPLE OF YEMENI HOUSING
AND BUILDING CONTRUCTION, IS CHIPPED BY HAND
CHISEL) TO CRANES AND FORK LIFT/MOVING EQUIPMENT
AND CRANES.

B. PROMOTIONAL VEHICLE: TRADE MISSION.
C. RECOMMENDED MONTH: PRING/SUMMER 79.
BEFORE JULY/AUGUST DUE TO RAMADAN RELIGIOUS
SEASOM. COULD BE SCHEDULED FOR FALL 79 ALSO.
D. MARKET RESEARCH COULD PROBABLY BE DONE PRIOR
SCHEDULING OF TM.
SCOTES

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NNN

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